

3/8/88

TO: LANCE

Please note the following and act accordingly. Please return this to the office by MARCH 25, 1988.


J.H. Casey

J. M. Piscitelli
Chain Accounts Manager
R.J. Reynolds Tobacco Company's Products
28251 Lorain Road
North Olmsted, Ohio 44070

JMP-100-88

RJR

MAR 07 RECD

March 4, 1988

DISTRIBUTION

Re: Truckstops of America

Division Managers:

In July, 1987, RJR, Philip Morris, and Brown & Williamson were requested to survey Truckstops of America (TOA) and Scot Truckstop. As a result, five (5) locations were selected to test specific merchandising programs. TOA has authorized exclusively R.J. Reynolds merchandisers and that existing Philip Morris merchandisers be removed.




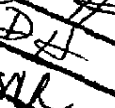
Attached please find:

- Attachment I - Merchandising Program Authorization From TOA
- Attachment II - Authorization Letter & Information Forwarded To All TOA/Scot Locations
- Attachment III - Recommendation Based On Your Surveys
- Attachment IV - Updated Store Management Listing
- Attachment V - Installation Report
- Attachment VI - Carton Plan-o-Grams

I realize that there are a few low-volume locations, however, the majority of TOA's range from 300-1400 carton per week. Therefore, an equal effort must be given to merchandising based on volume, with an objective to increase volume and profitability for TOA and RJR.

As indicated in the attachments, all contractual payments beginning 1st Quarter, 1988 will be made in Cleveland. We will chain average and plans should be updated and entered as follows:

- continued -

D.M.  131488
T&D  131488
S.R.M.  131488
S.A.M.  1315188

51849 9550

DISTRIBUTION

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March 4, 1988

PCD's	Volume Category 4
Savings Centers	Volume Category 2
CCD's	\$6.00 Per Month
Carton Merchandiser	Volume Category C

Temporary promotions are to be presented and paid for at each location.

Some key points: General Manager of each location must be called immediately and an appointment made (this will save considerable time) at location. Discuss recommendations, and determine new merchandisers to be installed. The recommendations are NOT mandatory, work with General Manager to implement best possible program. If manager refuses to remove competitive merchandising or problems arise, the General Manager should contact Ray Ganem or Mike Todor in the Cleveland Office, and I should also be notified.

Doral Savings Centers and flex merchandisers are to have one carton security and wire 140 pack PCD's are to be mounted on a stand for space efficiency. No ground mounts, pole mounts, or clocks are to be placed. If competition is placing these items, advise me immediately and I will handle with their corporate office.

Installation report (Attachment V) MUST be to my office by MARCH 31st. If merchandisers had to be ordered and are not in as yet, fill in with tentative installation date. Attachment V MUST be submitted for all stores including the five (5) test stores.

If you have any questions regarding the above, please let me know.

Cordially,

J. M. Piscitelli
J. M. Piscitelli

JMP/ccs

Attachments

cc: RSM's (w/o att.) *

*-R. C. Farmer (w/att.)

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